

8.30	Registration		
9:00	Opening Address ITAMOrg & ICS		
9:15	Keynote: Vodafone Asset Management Services Attila Kiraly		
9.55	Keynote: Choosing your weapons in tool selection and the imperative of maintenance in modern businesses Daniel Begg		
10:35	Coffee Break		
	Security & ITAM	SAM & ITAM strategy and practice	Organisational maturity & competences
11.00	GDPR article 28 One Trust	Open Chain Paul McAdam	Global Process Maturity Report 2018 Rory Canavan
11:30	Where SAM & security overlap Jason Keogh	The ITAM journey at Bank of Ireland Dave Hyland	ITAM roles & Competency Piaras MacDonnell & Jan Oeberg
12:00	The IoT challenge Matt Marnell	Strategic alignment of SAM at BT Matt Turner	ITAM and ITIL v4 Stéphane Joret
12:30	Lunch Break		
	Contracts & Legal	ITAM in a cloud perspective	Licensing
13:30	Legal aspects in second hand software Guy Tritton	Internal audit - friend or foe Rachel Ryan	Best kept secrets to managing your Microsoft licenses Stephen Williams
14:00	Empowering your software asset Michael Vilain	Negotiating a Microsoft Cloud contract Gareth Redshaw	Oracle licensing session
14:30	ITAM finances	Datacenterlicensing – BYOSL Barry Pilling	"From SAP with Love" - SAP Digital age licensing Desiree Weiss & Wendie Balzano
15:00	Publishers Code of Conduct Danielle Jacobs	Cloud Management Kylie Fowler	IBM licensing - common pitfalls and how to avoid them Torsten Feldmann
15:30	Coffee Break		
16:00	Keynote: Are you an IT Asset Manager? Good, now let's talk finance! Kris Maes		
16:45	Closing Address ITAMOrg		
17:00	Networking		